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PATH A: SOURCE TO ARS

FIG. 4a



PATH B: ARS TO SOURCE

FIG. 4b



PATH C: SOURCE TO ADVERTISER

FIG. 4c



PATH D: ADVERTISER TO SOURCE

FIG. 4d



PATH E: ARS TO ADVERTISER (OPTIONAL)

FIG. 4e

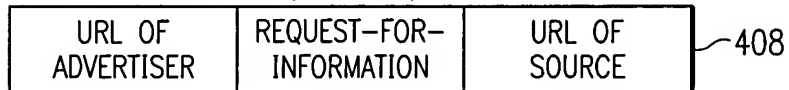
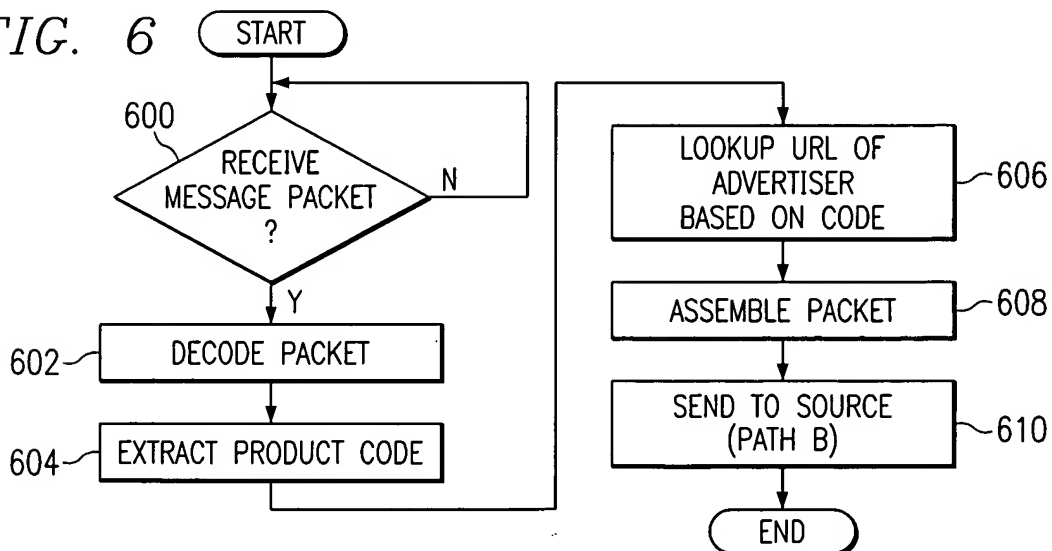


FIG. 6



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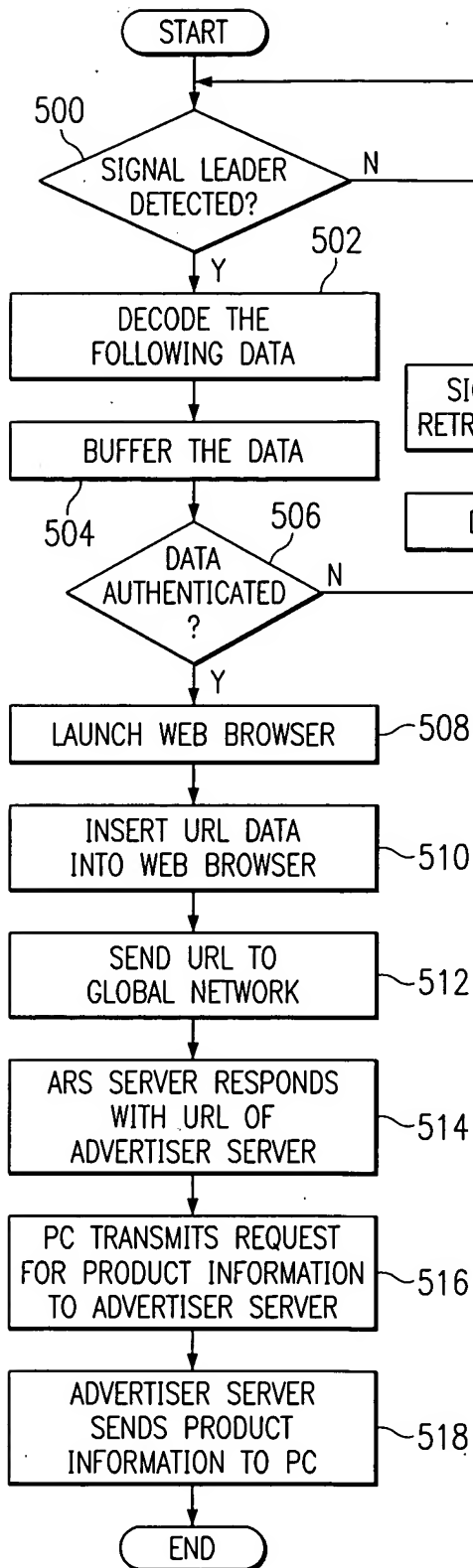


FIG. 5

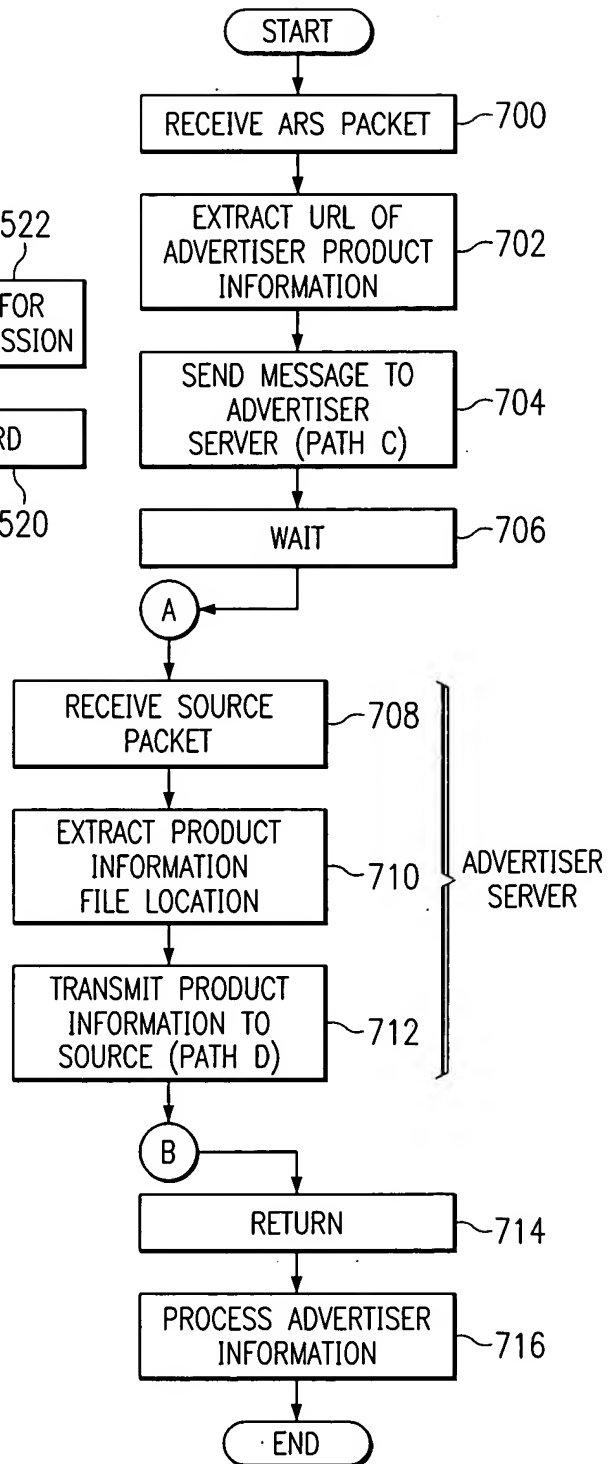


FIG. 7

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FIG. 8

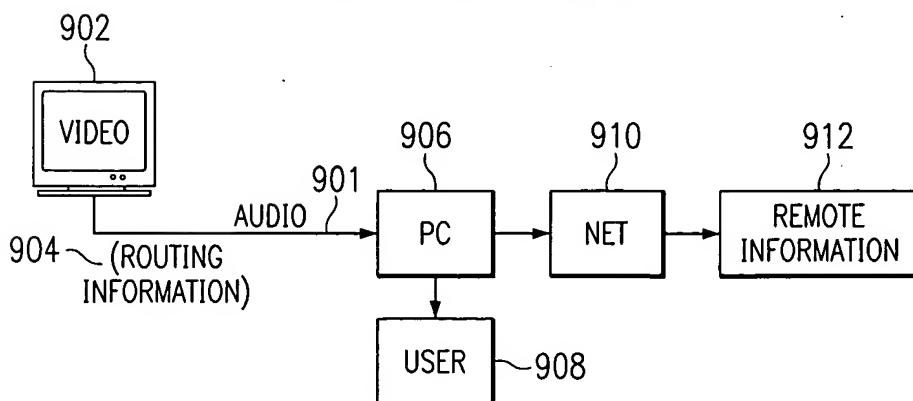
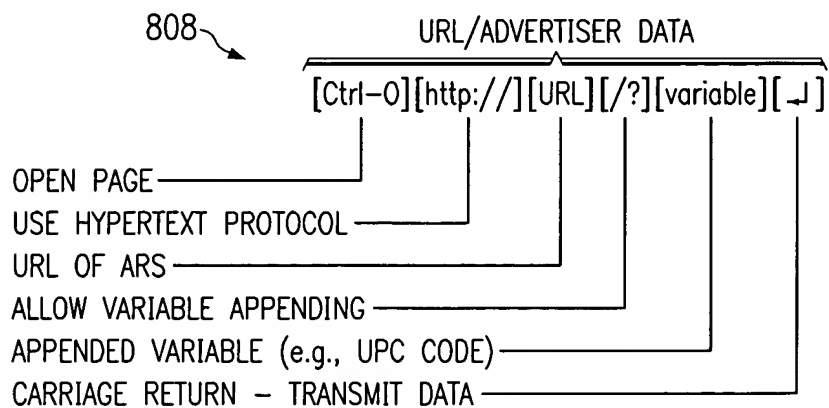
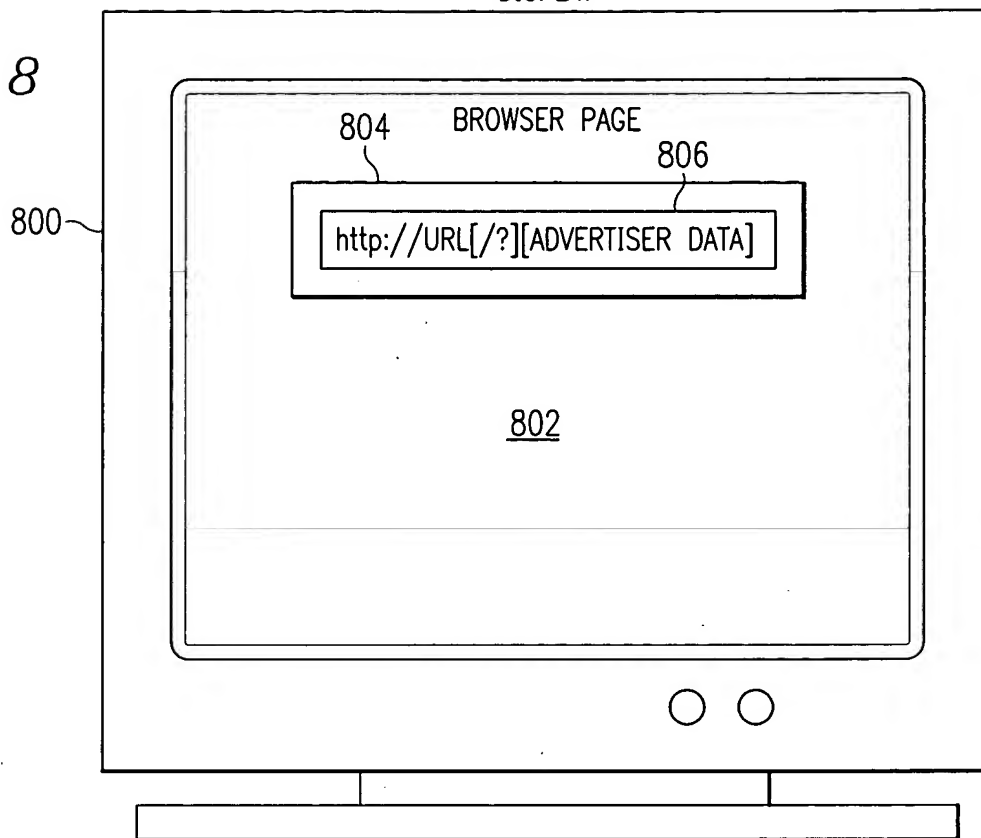
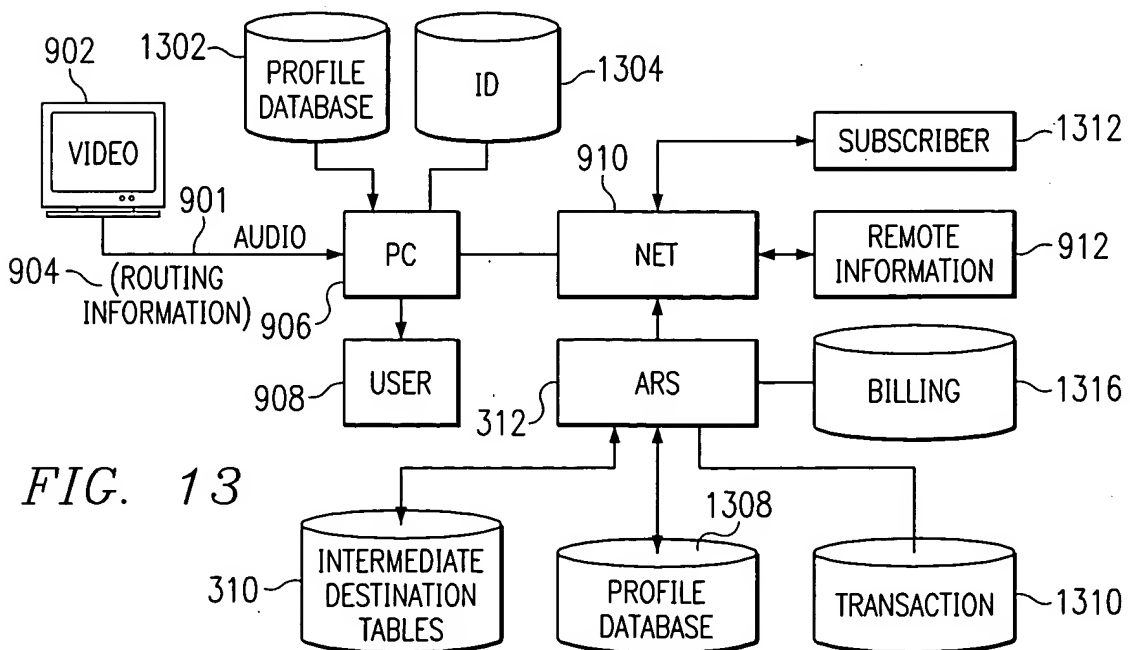
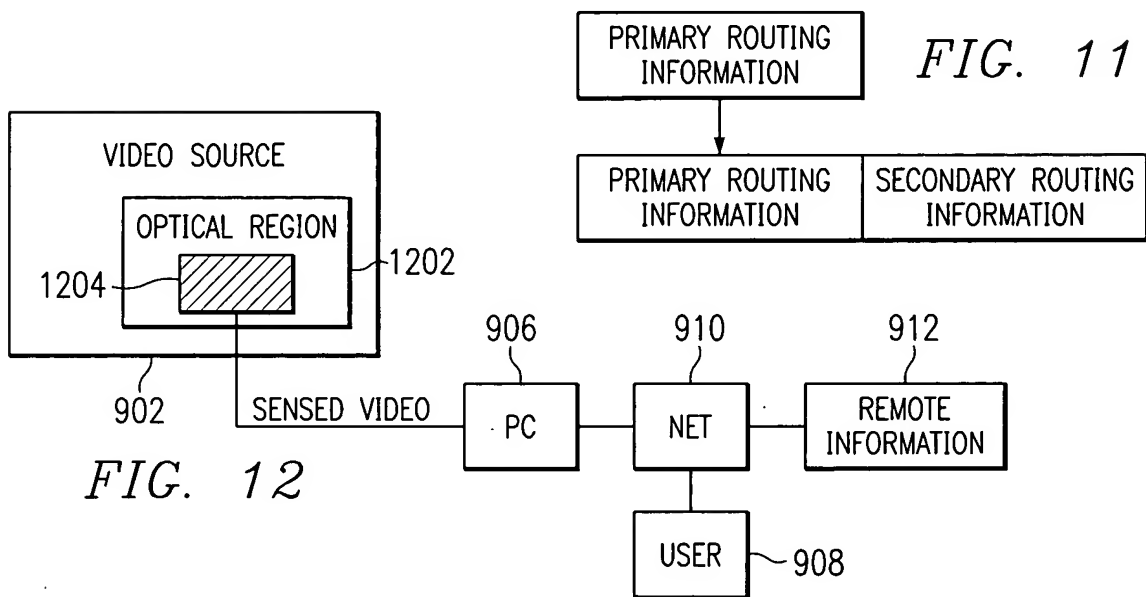
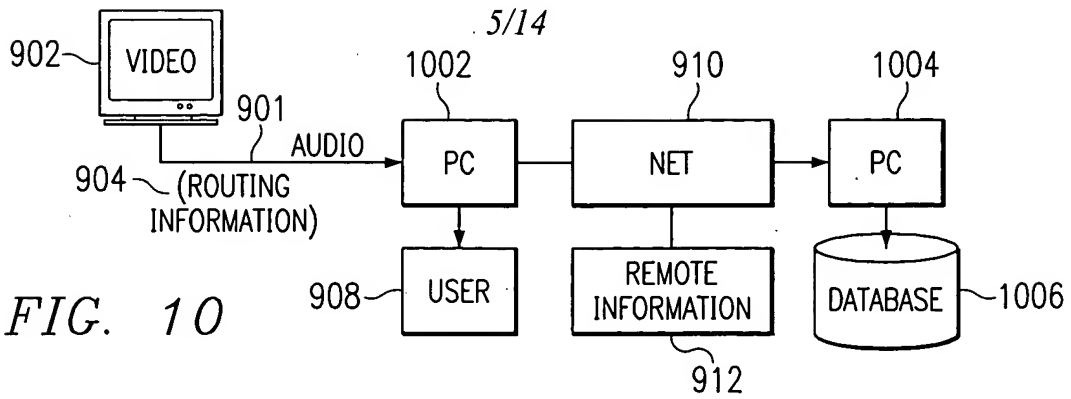


FIG. 9



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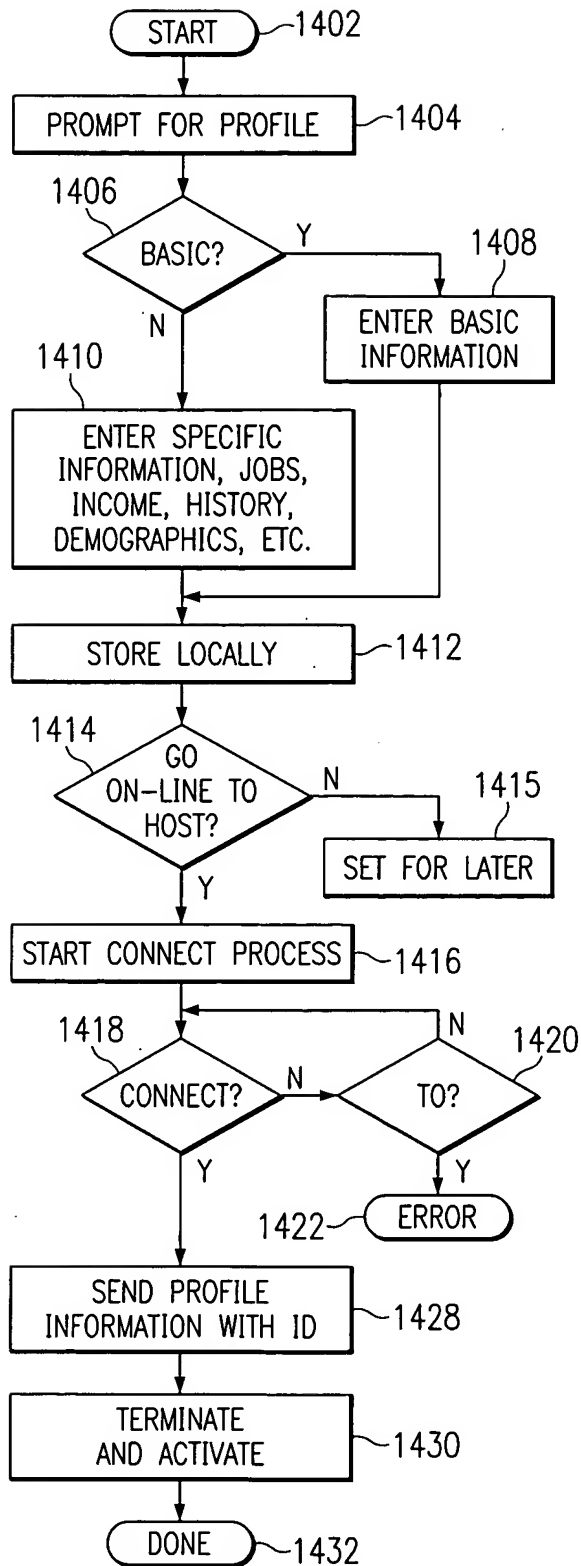


FIG. 14

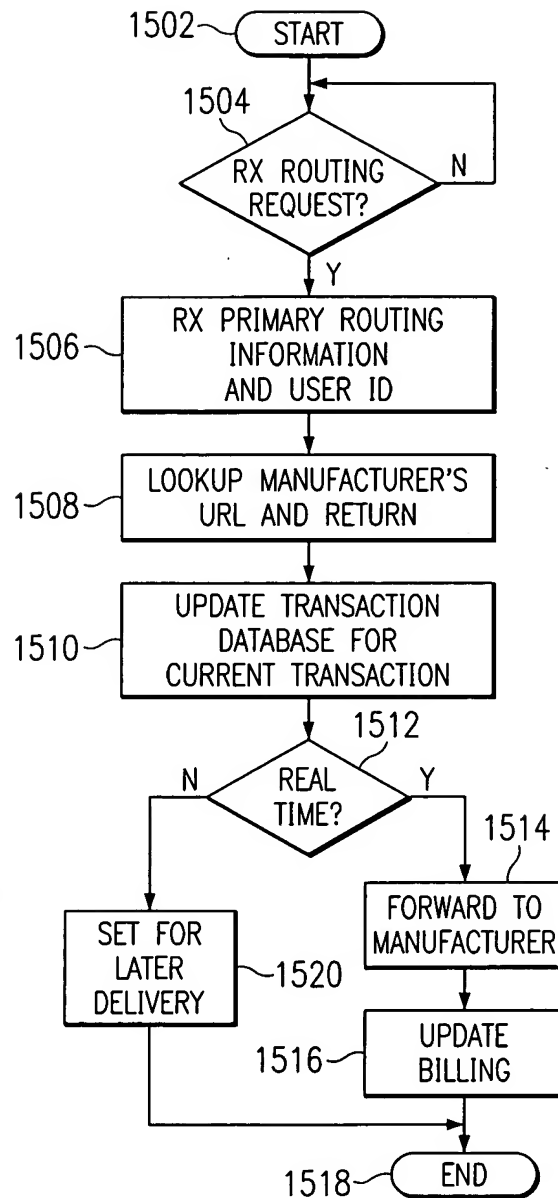
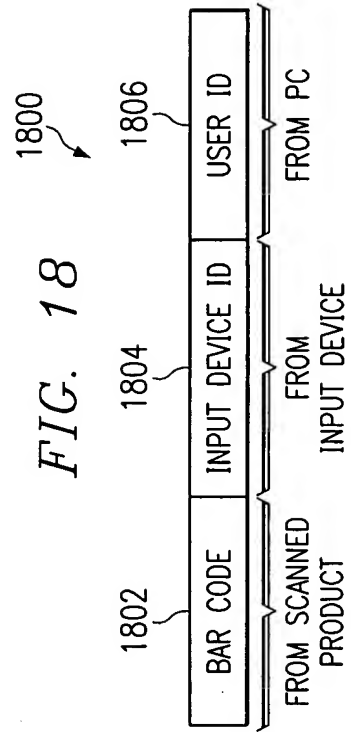
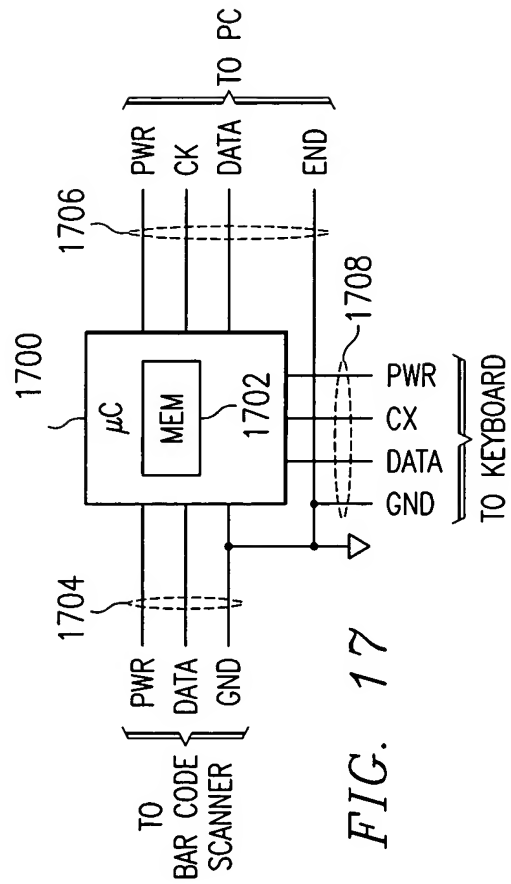
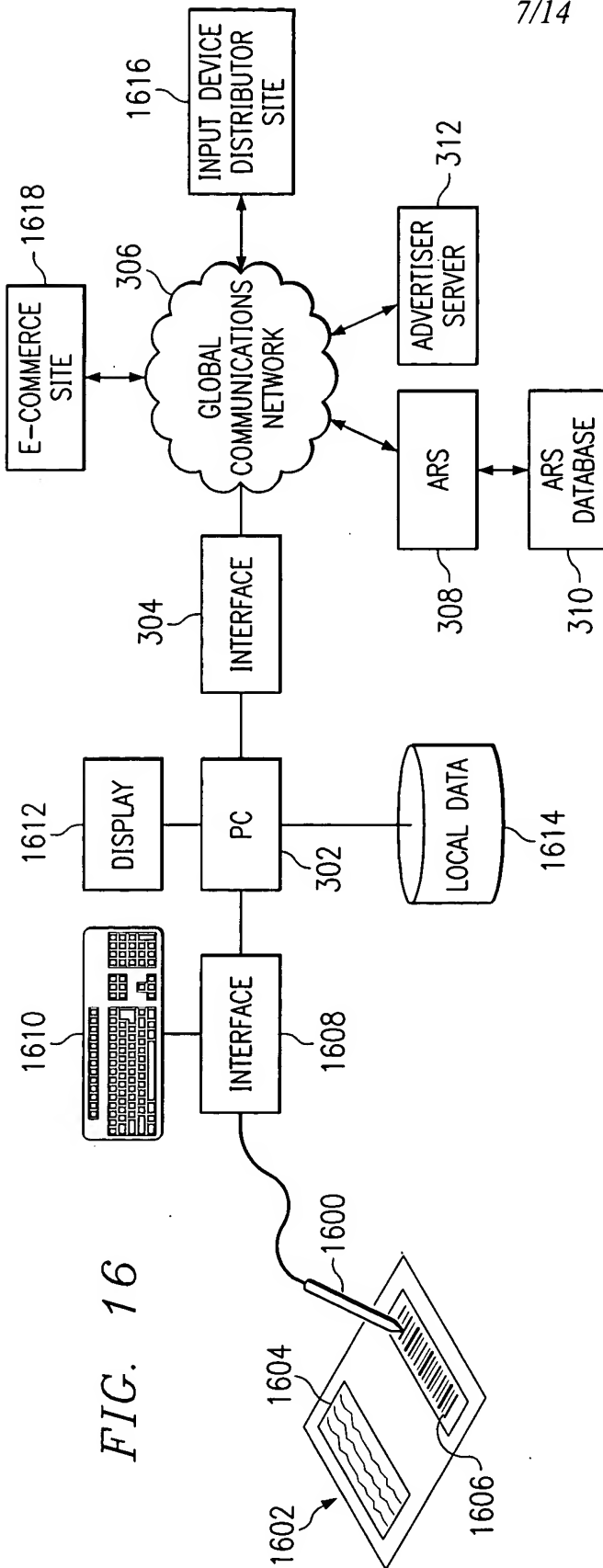


FIG. 15

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FIG. 19

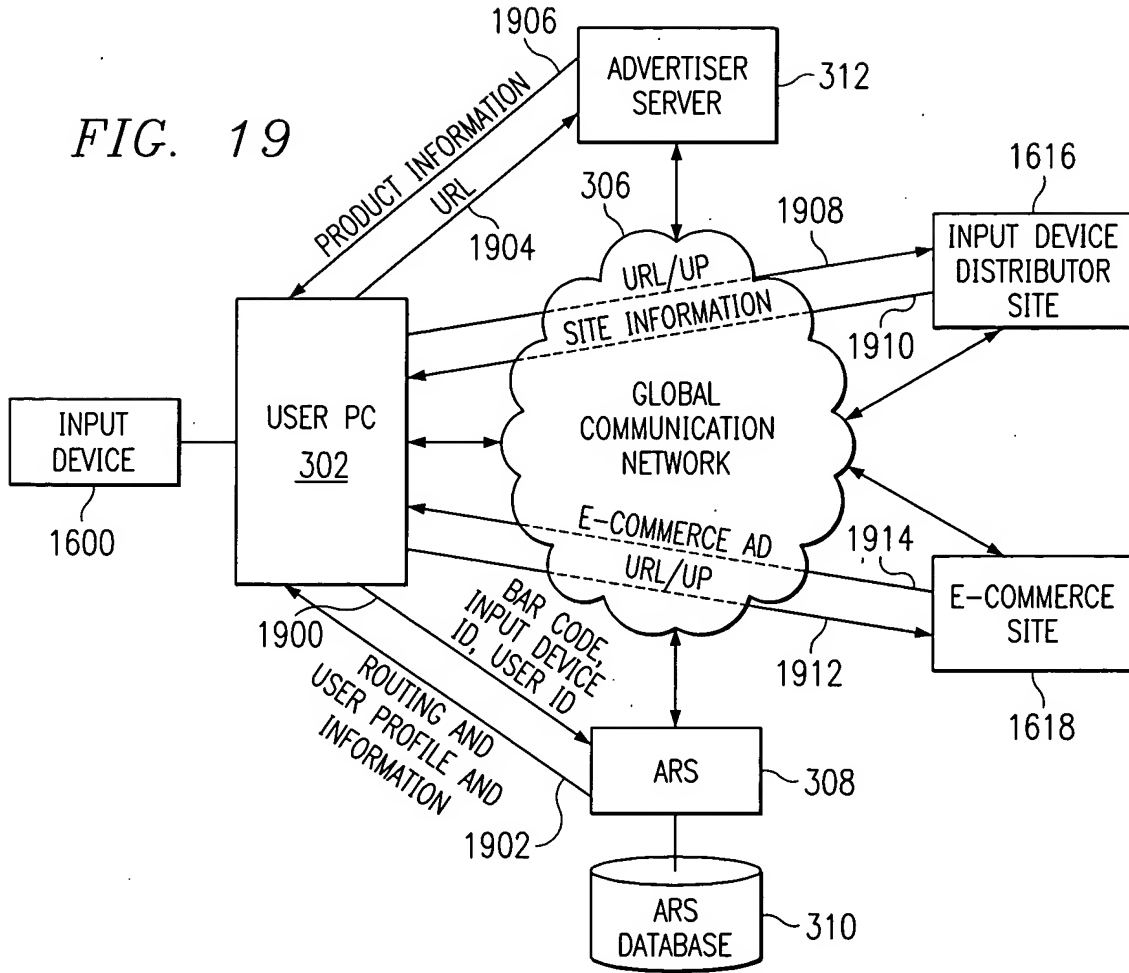


FIG. 20

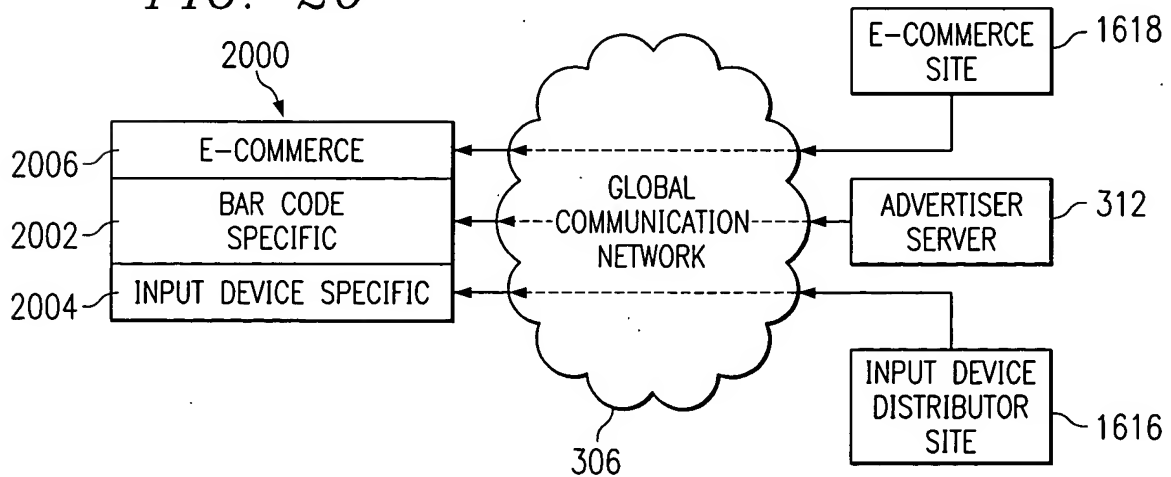




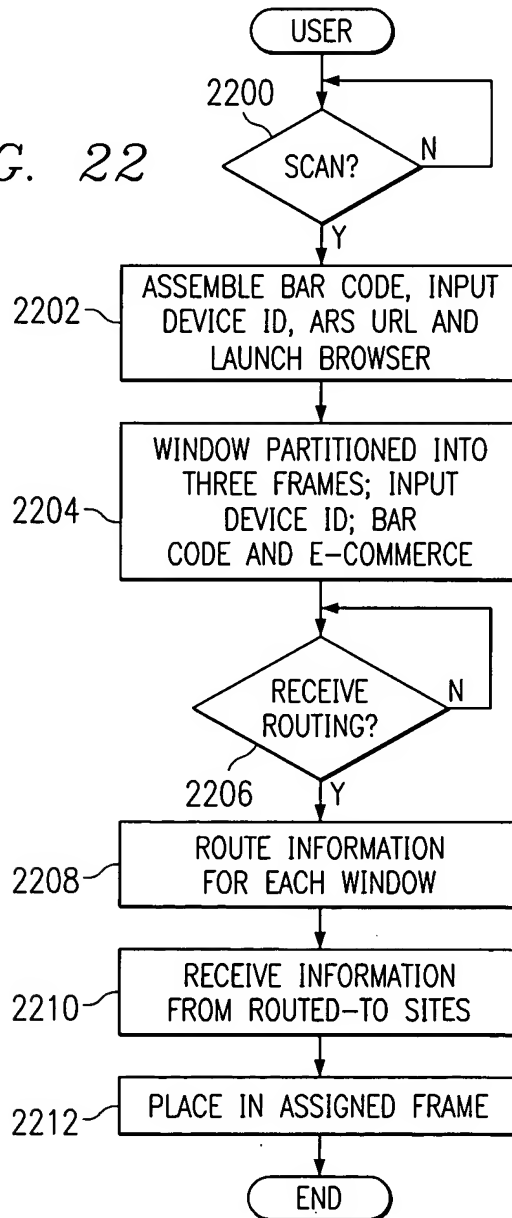
FIG. 21

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ARS DATABASE  
2100

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22



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FIG. 23

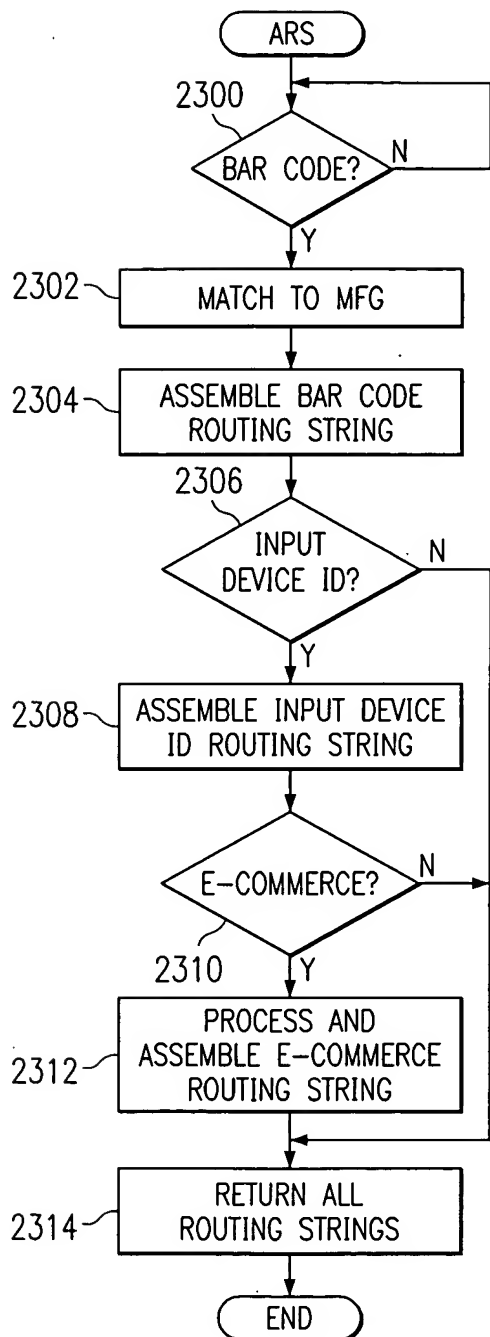
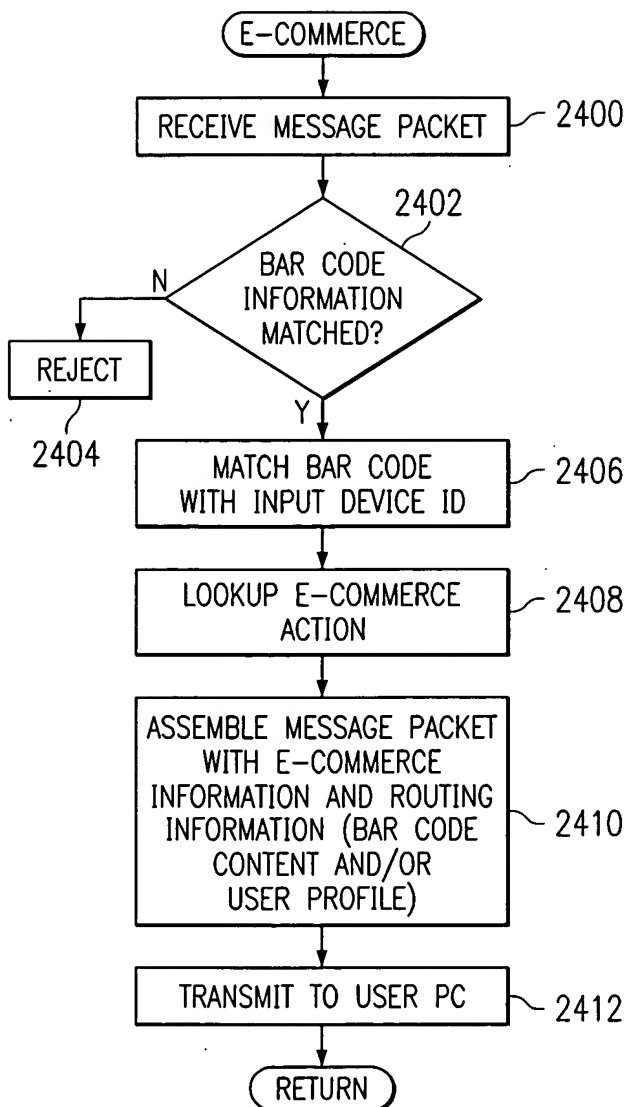


FIG. 24



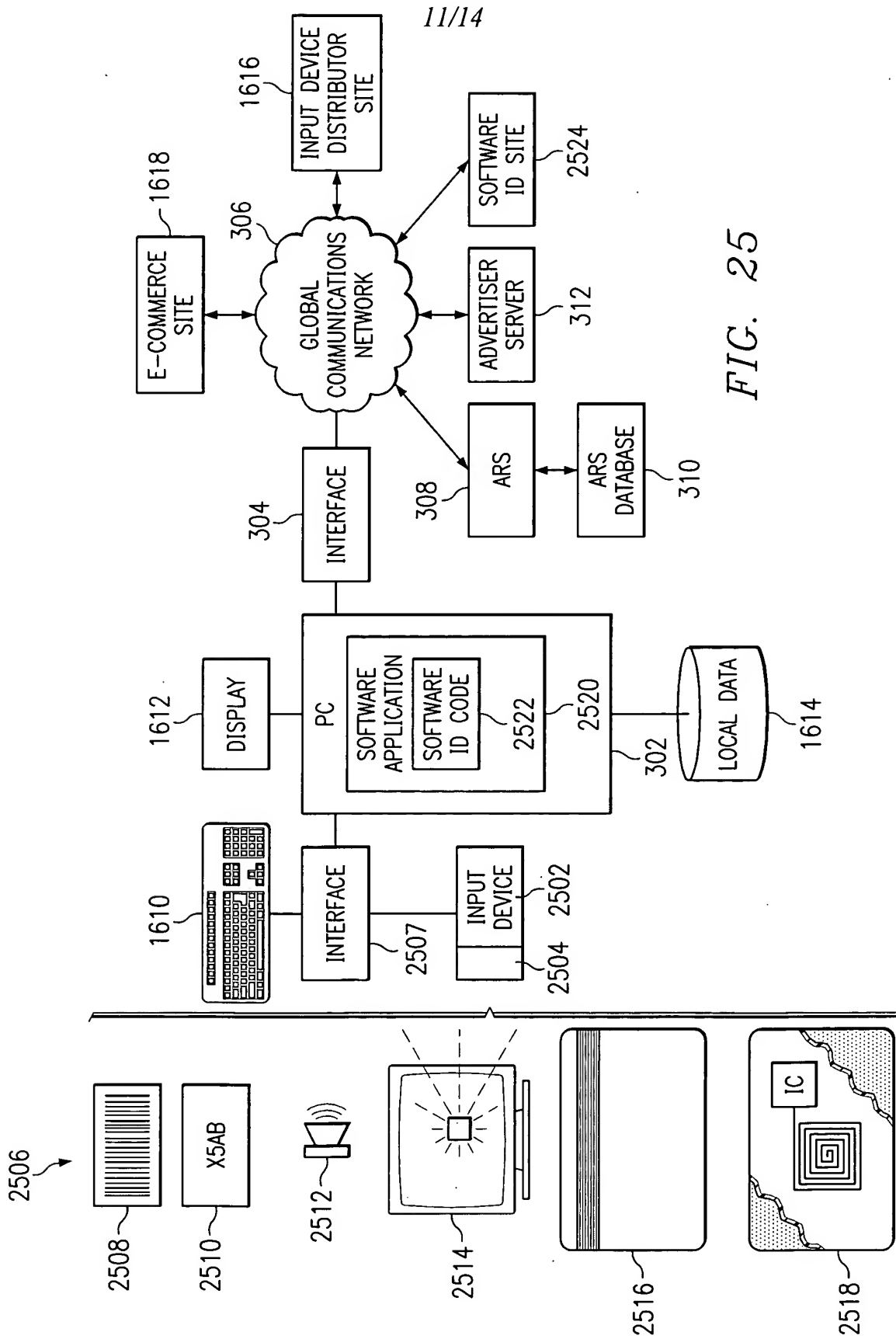


FIG. 25

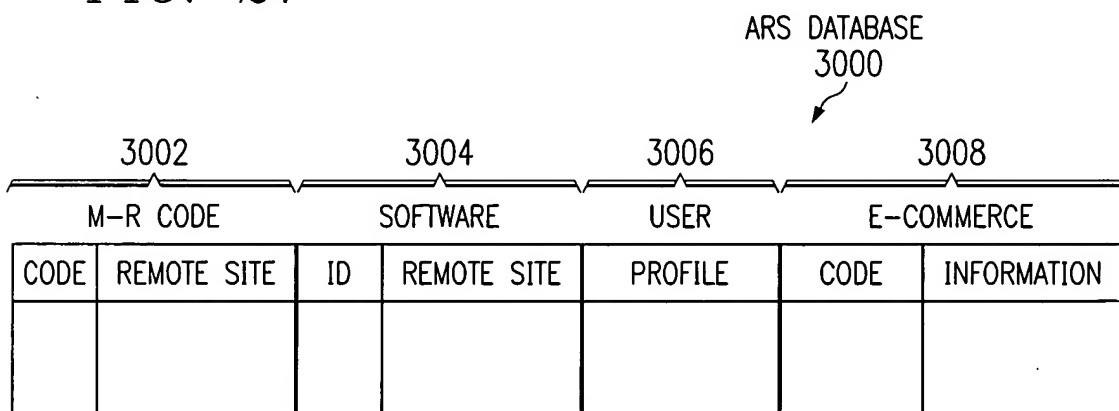
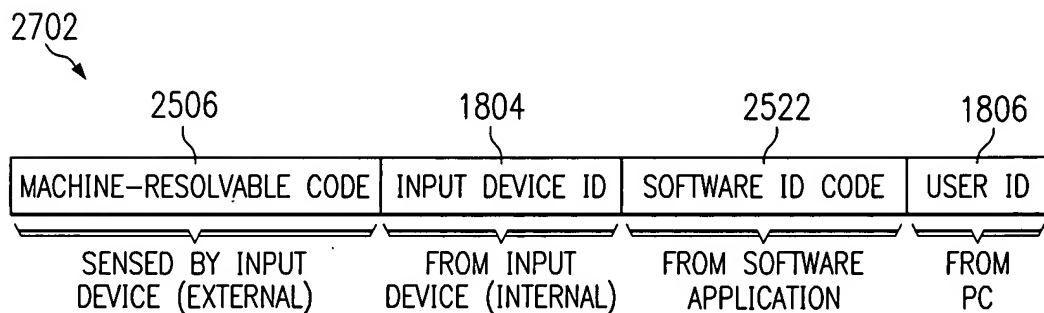
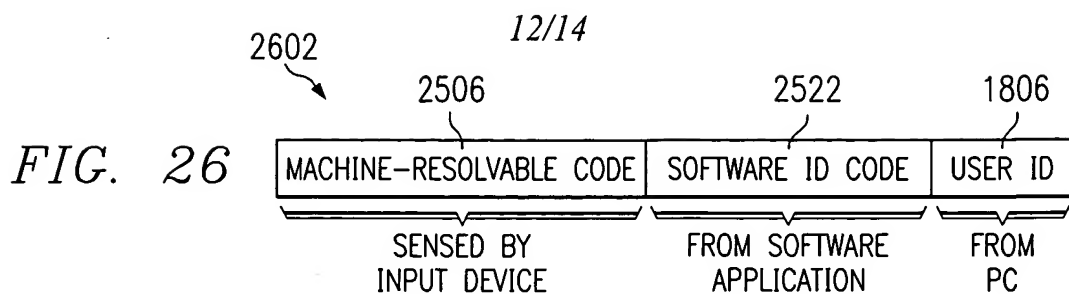
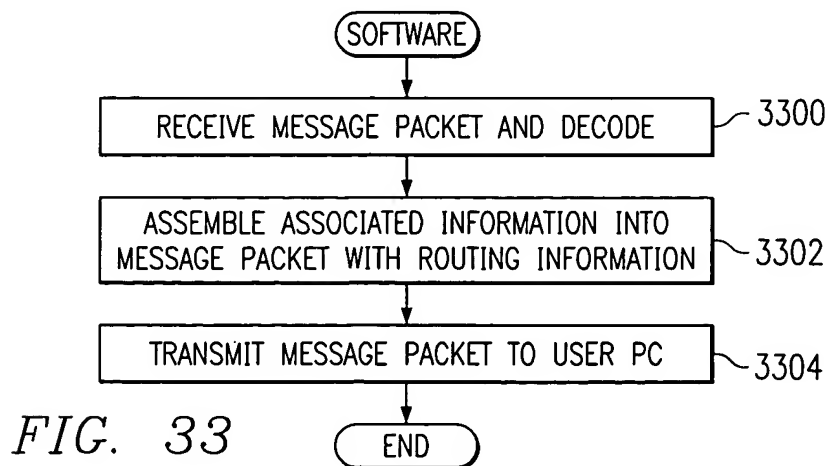
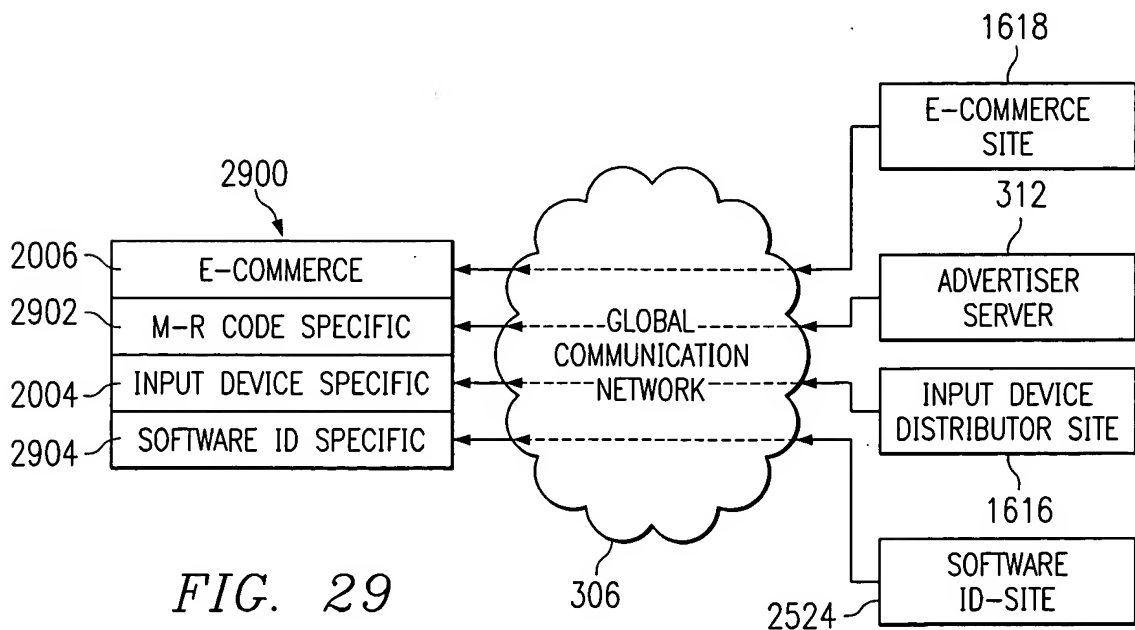
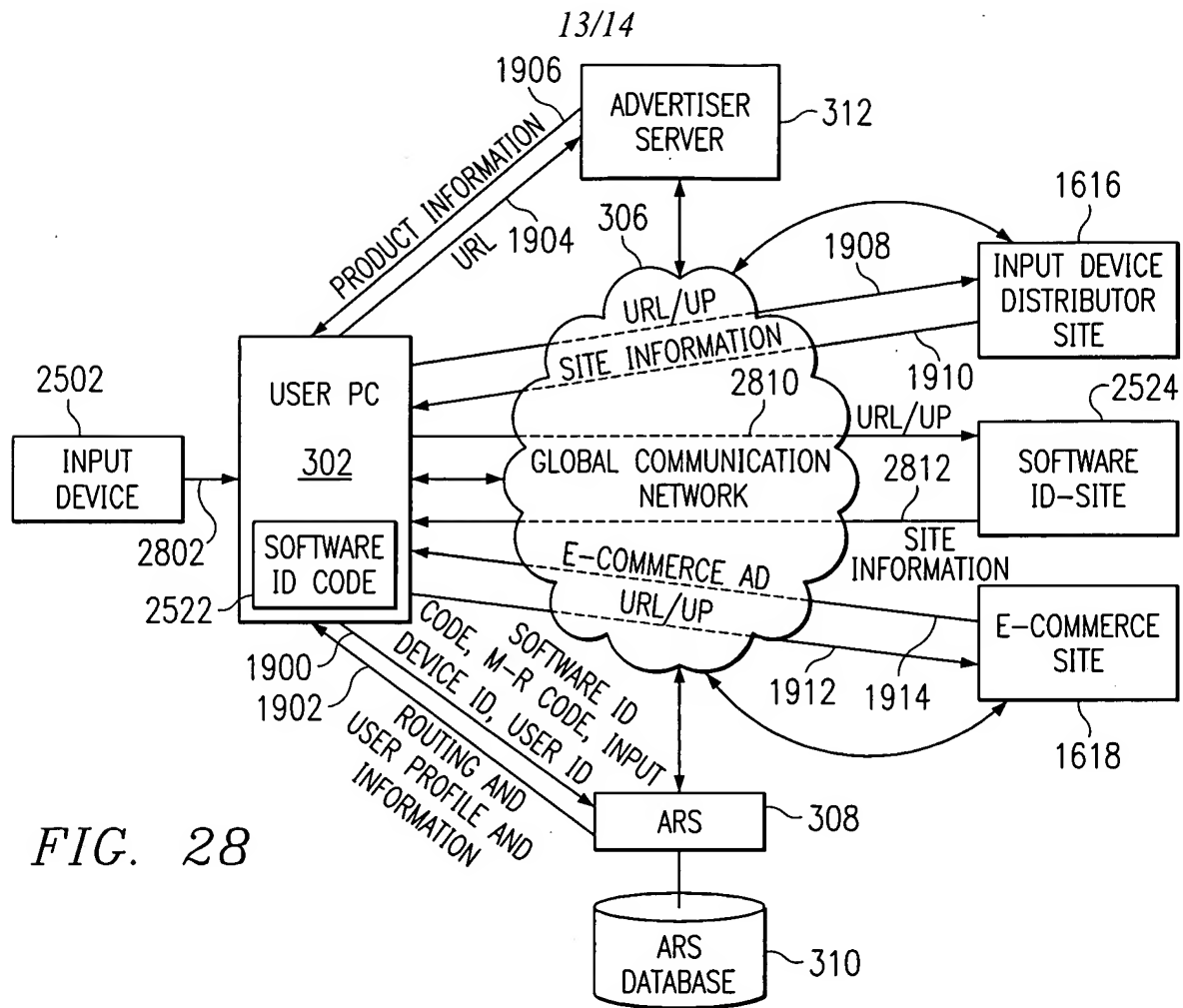


FIG. 30





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FIG. 31

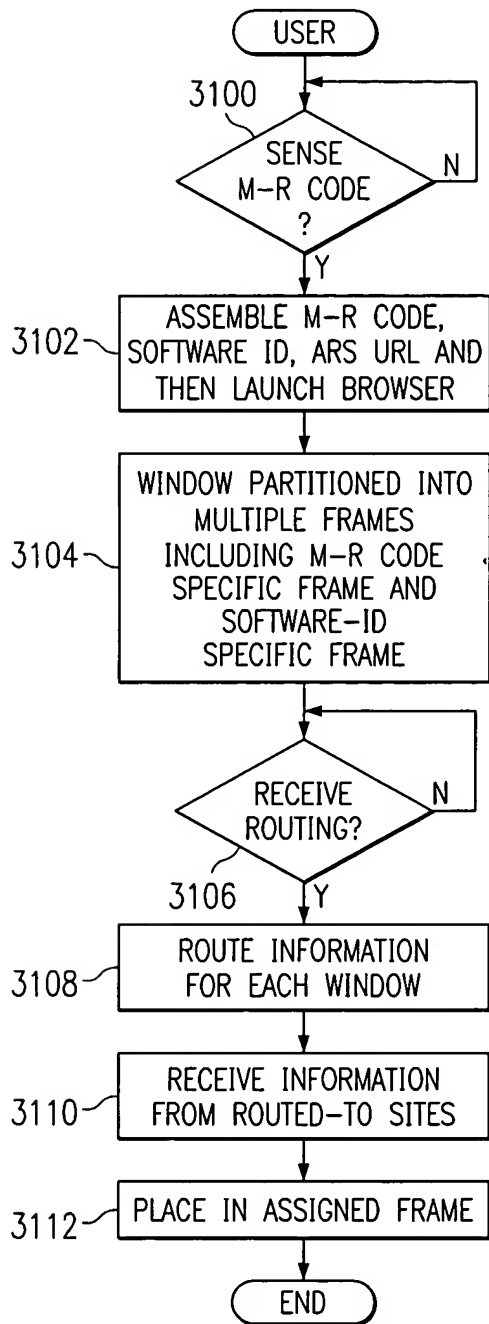


FIG. 32

